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Senior High School

CURRICULUM GUIDE

MERCHANDISING 20

1964

Province of Alberta

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MERCHANDISING

Introduction

It is important to remember throughout this course that as changes in methods and variety of production take place, they will affect merchandising and services offered and therefore, the merchandising process itself.

Students should be encouraged to take part time work in this area and their experience then related to the underlying principles involved.

The teacher should relate the course to the local area and utilize its resources whenever possible.

Students should come to appreciate the fact that all business revolves around selling and that without selling there is no business. That is, selling is not only the oldest business but the main business occupation. It is essential that verbal expression be developed, student participation and application be encouraged, leadership be discovered, and integration with the over-all pattern be maintained. With the above in mind, the following objectives may be attained:

1. To study the fundamental principles and practices of retail merchandising.
2. To examine the retailing field as an area for a career.

NOTE

It is desirable that each student be at least sixteen years of age and have one year of typewriting instruction.

Aims

1. To present occupational opportunities in the distributive fields in the surrounding area.
2. To develop in the student the ability required for successful performance on the job.
3. To lay a basis for further study in the fields of Salesmanship, Advertising or part time Work-Experience Programs.
4. To develop an appreciation of the part distribution plays in our free enterprise society.
5. To enable the student to become a better consumer.
6. To teach "enthusiasm is over one-half of the salesperson's job" plus the need to give service and to please the customer will go most of the way toward competency in this area.

Text

1. RETAIL MERCHANDISING, 6th Edition, by Wingate and Weiner; W. J. Gage Company

   Workbook to accompany this.
   Instructors Manual available.

Teacher's References

1. RETAILING PRINCIPLES AND PRACTICES, 4th Edition, by Richert, Meyer and Haines; Gregg Publishing Company

   Workbook to accompany this.
   Instructors Manual available.

2. BASIC RETAILING, by Reich, Feldman and Levy; Sir Isaac Pitman and Sons

   Workbook for Basic Retailing.

3. HOW TO BE A SUCCESSFUL RETAILER IN CANADA, by Harold Shaffer; McGraw-Hill

4. RETAILING PROBLEMS AND PROJECTS, by Richert and Stoner; Gregg Publishing Company

   A text-workbook

5. FUNDAMENTALS OF SELLING, 7th Edition, by Wingate and Nolan; W. J. Gage and Company

6. FUNDAMENTALS OF ADVERTISING, 6th Edition, by Rowse and Nolan; W. J. Gage and Company

7. The National Cash Register Company has available a large and extremely fine collection of pamphlets and aids.

   e.g.
   1. HOW TO KEEP CUSTOMERS BUYING
   2. TODAY'S REVOLUTION IN RETAIL MERCHANDISING
   3. CASH REGISTERS--THEIR PLACE IN MODERN RETAIL SECURITY
   4. TOWARD SUCCESSFUL SERVICE STATION MANAGEMENT
   5. CREDITS AND COLLECTING
   6. EXPENSES IN RETAIL BUSINESS
   7. MAKING YOUR WINDOWS WORK FOR YOU
   8. CONTROLLING MERCHANDISE
   9. POINTING THE WAY TOWARD MERCHANDISING TODAY

8. SALESMANSHIP, by Gregory; Sir Isaac Pitman and Sons

9. SALESMANSHIP FUNDAMENTALS, by Ernest and Davall; Gregg Company

Also excellent Periodicals:
FINANCIAL POST
CANADIAN RETAILER; MacLean Publishing Company

Scope

To study as many of the areas listed in outline, consistent with student interest, ability and experience.

To utilize one workbook that accompanies the suggested text.

To require each student to present at least one piece of research during the year.

To lead the student to become aware of the importance of personality in this area of work. That personality is made up of physical qualities plus mental qualities to which interests are added.

Course Outline

I. Introduction
   A. Definition
   B. Area covered
   C. Job opportunities
   D. Place in the economy

II. The Present Economy
   A. Factors of production (review economics on a simple level)
   B. The Middleman
   C. The Retailer
   D. The Consumer
   E. What is competition?
   F. What is price?

III. Channels of Distribution
   A. Indicate the chain from producer to consumer using actual examples.
      1. The Manufacturer
      2. The Wholesaler
      3. The Jobber and Broker
      4. The Commission Agent
      5. The Retailer
         General Store
         Corner Store
         Specialty Store
         Departmental Store
         Chain Store
         Supermarket
         Discount Store
         Mail Order House
         Service Establishments

   B. The Importance of Selling

IV. Classification of Retail and Wholesale Establishments
   This may be combined with the above number III or treated separately; in any case actual local examples should be used.

   1. Retail Trade by Kinds of Stores
      Automotive
      Food
      Eating and Drinking
      General Stores
      Lumber
      Apparel
      Furnishings
      Appliances, etc.

   2. Wholesale Trade
      a. Type of Operation
         Agents
         Brokers
         Assemblers
         Bulk Stations, etc.

b. Type of Business
Groceries
Electrical Goods
Machinery
Metals
Dry Goods
Chemicals, etc.

3. Service Trade Kinds of Business
a. Personal Service
Barber and Beauty Shops
Funeral
Laundries
Shoe Repairs

b. Business Service
Advertising
Consumer Credit
Banks

V. Setting up a Retail Store
A. What to Sell
B. Location
C. Sources of Supply
D. Expenses and Costs
E. Capital and Organization

Here a discussion of the various types of ownership might be considered. The growth or the history of a local firm could serve a good purpose at this point. Consideration of why retailers fail together with some statistics on the matter should prove worthwhile. It is not beyond the realm of possibility that some students might enter this field and hence--"forewarned is forearmed." The basis of success should be seen as the r emainder of the course is developed.

VI. Store Layout
Have students examine several local stores in the consideration of this topic.

The students might then select a store of their own. i.e. grocery, hardware, specialty, etc. and plan its arrangement.

VIII. Buying (Retail)
A. Necessity of good buying
B. Guides to buying
C. Estimating
D. Turnover
E. Discounts
F. Credit
G. Selecting Wholesaler
H. Pricing - coding
I. Lines
J. Volume

IX. Stockkeeping
- A. Necessity
- B. Marking
- C. Stock Control
- D. Inspection
- E. Inventory

X. Advertising
- A. Media
- B. Costs
- C. Brands

  This lends itself to many activities
  1. Ad preparation
  2. Radio ad
  3. Collections
  4. Criticisms

XI. Selling
- A. Sales' Personality
- B. Product Knowledge
- C. The Customer
- D. The Art of Selling

  Student demonstrations or a speaker might be of interest here.
- E. Selling by Telephone
- F. Selling the Mail
- G. After the Sale

  Credit
  Cash
  Wrapping
  Packaging
- H. Under Selling

  High pressure
  Low pressure

  A considerable amount of time may be spent on this topic and topic X, in planning demonstrations and in simulated activities in class and research tours outside of the classroom.

XII. Regulations and Principles
- A. Ethical Principles
- B. Legal Regulations
  1. Fraud
  2. Warranty
  3. Contract
- C. Local Laws
- D. Provincial Laws
- E. Federal Laws
- F. Better Business Bureau
- G. Trade Standards

XIII. Working in the Distributive Field
- A. Jobs available
- B. Requirements for jobs
- C. Personality Chart
- D. Future progress in working in this area
- E. Application
  1. Letter
  2. Interview

Projects and Activities

1. Classifying local occupations that require full-time and/or part-time selling.
2. Classifying stores in the community.
3. Investigating motives that induce people to buy certain products.
4. Photographs of interesting displays.
5. Develop talking points for the sale of certain products.
6. Evaluation of various types of advertising--pictoral.
7. Evaluation of various types of T.V. ads.
8. Reports on radio advertising or techniques.
9. Investigation of packaging.
10. Investigating locally produced consumer goods.
11. Visiting various retail outlets.
12. Reports on individual visits to wholesale or retail businesses.
13. Demonstrating and solving arithmetic problems met in business.
14. Student sales' demonstrations.
15. Building a window display.
16. Building a counter display.
17. Reports with examples of the techniques of impulse buying.
18. Demonstrating articles.
19. Preparing answers to customer objections.
20. Investigate methods and policies pertaining to store deliveries.
21. Writing sales letters.
22. Collecting and classifying labels.
23. Make job applications--blanks
    -interviews, etc.
24. Preparing lists of prospects for products.
25. Investigate service businesses in the community.
26. Invite local speakers as representatives of various types of merchandising outlets.
27. Promotion of school year book with aid of art department.
28. Window displays using:
    a. Work of Fabric and Dress classes
    b. Work of Woodworking classes
    c. Work of any other group
29. Cases of comparative shopping.
30. Report of outdoor advertising.
31. Collections of trade journals.
32. Determining possible store location or service station by count of people passing or automobiles passing.
33. Preparation of maps of shopping areas.
34. Study of store fixtures.
35. Planning special sales.
36. Studying specific store layouts.
37. Practice in wrapping packages.
38. Practice in making change and using cash register.
39. Collecting dummy packages.
40. Collecting sales promotion devices.
41. Collecting old advertisements.
42. A study of price tag design.
43. A study of mail order blanks.
44. A study of job specifications.

The above are merely suggestions, and there are many others not listed. From this list a few may be selected and applied to the particular area being studied. They may be used as a starting point in the study of a particular topic.

Larger Projects or Reports

1. Compile a Merchandise Manual
   a. History of the product
   b. Sources of the Product
   c. Manufacturing process
   d. Care of the product
   e. Vocabulary related to the product
   f. Selling points

2. Report of a Field Trip
   a. Planning
   b. Guide sheets
   c. Directions for assembling of group or groups
   d. Evaluate the trip
      --what was learned

3. Traffic Survey
   a. Choose two stores
   b. Make pedistrian counts (various times)
   c. Diagrams to illustrate locations
   d. Customer count

4. Window Display--select several stores
   a. Describe
   b. Appeals used
   c. Compare displays
   d. Evaluate displays--effectiveness
   e. Your choice with reasons

5. Demonstrations
   a. Choose a product
   b. Get samples (dummies)
   c. Sales talk
   d. Completing the sale
   e. Wrapping the merchandise

   NOTE: Enliven this with several different students representing types of customers. There are many others, these are but suggestions.

Teaching Devices

1. Posters and Charts
2. Manuals and Projects
3. Notebooks--a good notebook must be completed by each student
4. Bulletin Boards and Display
5. Demonstrations
6. Laboratory Work--much as material testing
7. Drills in English penmanship and arithmetic
8. Retail Forms
9. Reports
10. Visitations
11. Speakers
12. Interviews

Job Description

The following is a suggested layout of an activity which lends itself to class use with each pupil having a different job area to breakdown. This might be used in the preparation of a store manual.

Type of Store or Department Variety Goods
Job Title Cashier

Duties	Duty Breakdown
PRELIMINARY	
1. Record time of arrival.	
2. Place personal property in designated area.	
3. Read notices on the bulletin board.	3. a. Note all sale items. b. Note special events.
4. Remove dust covers and place neatly in designated area.	
5. Obtain supplies needed--wrapping and packaging materials, tape, pencils, premium stamps, etc.	
6. Prepare cash register.	6. a. Pick up change at central office. b. Verify amounts. c. Put bills and change into proper sections in cash drawer.
7. Check personal appearance.	
CASHIERING	
8. Greet customer.	
9. Place merchandise on counter.	9. a. Arrange items according to store policy. b. Be especially careful of breakable and easily damaged items, i.e. dishes, live plants, bottles, etc.
10. Ring up order.	10. a. State out loud the amount of each item. b. Punch amount of each item into the cash register. c. Move the item to the end of the counter.
11. Total order.	11. a. Follow company procedure for totalling. b. State out loud the total amount of the order.

Duties	Duty Breakdown
12. Make change.	12. a. Mention the amount received from the customer. b. Place the customer's money on the register change plate. c. Record the sale on the cash register. d. Count change carefully. e. Give change and sales slip to customer. f. Thank the customer.
13. Wrap or bag merchandise.	13. a. Select proper size bag for wrapping. b. Insert sales slip or register ticket and promotional materials. c. Fold or fasten package securely and neatly.
14. Safeguard the handling of money.	14. a. Don't run out of change. b. Make change with fewest pieces of money possible. c. Keep the cash drawer closed when it is not in use. d. Make adjustments when incorrect change has been given. e. Be alert for short change artists. f. Recognize counterfeit money. g. Follow store procedure for accepting a check.
STOCK CONTROL	
15. Arrange merchandise in check-out counter displays.	15. a. Prepare displays according to instructions. b. Replace merchandise that has been purchased.
16. Assist in taking inventory.	
17. Order from List Book following store system procedure.	
HOUSEKEEPING	
18. Dust and clean counter merchandise daily.	
19. Dust and clean cash register and counter daily.	
MISCELLANEOUS	
20. Report any improper markings or illegible stampings on merchandise.	
21. Mark prices on merchandise.	
22. Change tape in cash register.	
23. Attend sales meetings.	

Duties	Duty Breakdown
24. Call manager in case of accident or emergency.	
25. Protect merchandise from shoplifters.	
CLOSING DETAILS	
26. Take cash register reading.	
27. Prepare daily reports.	
28. Turn in cash and daily reports into central office.	
29. Record time of departure.	

Vocabulary

Students should become familiar with the specialized vocabulary used in this area. The following list may be of value to the development of this course.

Exclusive right
Volume buying
Catalogue price
Wholesaler
Specialty wholesaler
Direct selling
Layout
Closed window
Semiclosed window
Price lining
Showrooms
Seconds
Novelties
Purchase order
C.I.F.
E.O.M.
Location
Trucker's receipt
Receiving room
Packing slip
Error slip
String ticket
Ringlist ticket
Markers
Pre-marking
Stockroom
Perpetual inventory
Credit
Floor selling
"Shopper"
Direct-denial method
Closing the sale
Limited-quantity method
Substitutions
Sales tax
Commission
Ringing up sales
Markdown
Turnover
Direct mail
Personnel division
Stock-to sales ratio
Adjustment
Associated-stores buying
Installment plan
Carrying charge
Retail credit bureau
Payroll deductions

Clearance sale
Discount
Middleman
Agent
Cash and carry
Burglary insurance
100% Location
Lease
Direct selling
Volume buying
Trade papers
Job lots
Comparison shopper
Invoice
Cash discount
Consignment
Advance dating
Receiving clerk
Spot check
Checkers
Coding
Pin ticket
Button ticket
Pre-retailing
Forward stock
Requisition slip
Physical inventory
Shows
Impulse buying
"Pressure selling"
Indirect-denial method
Direct question method
Decision indicators
Advertised merchandise
Luxury tax
Countersigning
Checking the register
Overhead
Display
Copy
Promotion division
Buyer
Voucher
Charge account
Down payment
General-credit contract
Section
Fringe benefits

Price lining
List price
Jobber
General wholesaler
Truck wholesaler
Liability insurance
Open window
Fire insurance
Importers
Want slips
Central buying
Staple goods
Buying offices
F.O.B.
Trade discount
Extra dating
Apron system
Receiving log
Blink check
Direct check
Price tickets
Paste tag
One-price policy
Re-marking
Reserve stock
"First in, first out"
Loss leaders
Counter selling
Selling personality
Demonstrations
Superior-point method
Assuming-The-Close Method
Specials
Sales checks
Tally sheet
Sent sales
Mark-up
Mark-up chart
Advertising media
Finance division
Merchandising division
B.O.M. inventory
Head of stock
Revolving credit
Collections
Credit card
Section manager
Capital

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